Amendments to the Specification:

Please amend the paragraph at page 1, line 5, to page 2, line 2, of the Specification to read as follows:

Description of the Prior Art.

A primary objective of advertising is to disseminate information or praise a product or service to potential consumers so as to get them to purchase it. The more efficient the advertising, the more widely the information is disseminated, and the more cost effective the advertising, as costs decrease to reach a given population of prospective purchasers. However, not all advertising is cost effective, and advertisers frequently spend substantial sums of money without deriving much benefit from it. In some cases, the advertising does not reach the significant portion of the population. In other cases, the advertising is directed at a portion of the population that may not be interested in purchasing the product or service, so that the advertising is not ~~property~~ properly targeted. In still other instances, while the proper segment of the population may be targeted, the advertising is not effective because it does not convey the proper or sufficient information to a potentially interested purchaser that is in a form that can be practically used to purchase or provide follow-up for the potential consumer in deciding whether to purchase the product or service.

Please amend the paragraph at page 11, line 12, to page 13, line 6, of the Specification to read as follows:

The target or sign 12 comprises a memory 15 in which information is stored and a transmitter 30 adapted to transmit the stored information. Target 12 is preferably provided with an interface 14 for inputting predetermined information into the memory 15. The interface 14 may suitably comprise any input device for inputting such contact information into the memory 15. For example, interface 14 can be in the form of keyboard for inputting the data locally, or can include an antenna for receiving such information by radio link. In Fig. 1, the interface 14 is shown connected to the advertiser's web server 16, either by means of a direct cable connection 18 or by a securable connection 20 to the Internet 22. Typically, the advertiser's web server 16 contains extensive information in the form of a web site 24 consisting of a primary web page or homepage 26 and a plurality of secondary web pages (1...n), designated by reference numerals ~~(26a...26$_n$)~~ (26$_a$, 26$_b$, ..., 26$_{n-2}$, 26$_{n-1}$, 26$_n$). On some extensive web sites, dozens and even hundreds of web pages are provided, each of which is defined by a very specific universal resource locator (URL). While the URL address for the homepage 26 may be relatively short, the URLs for the some of the secondary web pages ~~(26a...26$_n$)~~ (26$_a$, 26$_b$, ..., 26$_{n-2}$, 26$_{n-1}$, 26$_n$) may be extremely long and impractical to record manually. Even if such long URLs could be copied manually, it is unlikely that most potential customers would be willing or have the time to do so. Yet, in order to optimize the effectiveness of a user's advertising budget, the advertiser may wish to direct a prospective customer to a specific product or service that may be described, for example, on page 26$_{n-2}$. For example, the aforementioned page 26$_{n-2}$ may describe or show a product that the advertiser wishes to promote, such as a product that may be on sale, etc. If the

home page 26 is provided because it may be more convenient to record, then the user must browse or navigate the web site to locate page 26_{n-2}, a task that is not always easy, and frequently time consuming.

When the user or viewer possesses a portable data receiving device 28, shown in the form of a PDA, in proximity to the target, sign, or poster 12, the URL can be downloaded to the device 28 by means of a suitable transmitter 30 in the target, sign or poster 12. Transmitter 30 may be an active transmitter or a passive transmitter. If transmitter 30 is an active transmitter, the information stored in memory 15 is substantially continually or constantly being transmitted, whereby an interested user merely chooses to accept the information being transmitted. If the transmitter 30 is a passive transmitter, energy must be provided (i.e., by device 28) to transmitter 30 before transmitter 30 becomes active. Transmitter 30 may use any suitable means to transmit information, such as a radio frequency wave or infrared light. A preferable transmission means is radio frequency waves 32 allowing for "contact-less" transmission of information between the target 12 and device 28 without requiring a line-of-sight therebetween.

Please amend the paragraph at page 20, line 5, of the Specification to read as follows:

Referring to Fig. 4, an overview of the invention is illustrated. Steps 100-210 have generally been discussed in connection with the previous Figures 1-3. In steps 100-140, source data is embedded in a target that is conducive to enabling the transference of such source data to

a variety of communications devices, such as a PDA, cell phone or e-mail device, by use, for example, of radio waves or Bluetooth® technology. The target can be of a static nature or can emit its own signal to assist the communication device in the capturing of such source data ~~date~~. In steps 150-210, data has been obtained by the user's PDA, cell phone, or e-mail service by means of the electronic transference of data via radio waves or wireless technology. Preferably, non-electronic displays, such as bus-ads and clothing objects, are fitted with active radio tags since they are inexpensive and further assist the hand-held device in accessing the embedded information.